

**ABSTRACT**

5 This invention relates to a method of providing an  
individualized hair care program to a customer in a retail  
shopping environment. More specifically, the present  
invention is directed to a method of providing an  
individualized hair care program to a customer in a retail  
shopping environment, which entails obtaining personal  
information from the customer in the retail shopping  
10 environment, using the information to create an  
individualized hair care program for the customer, and  
providing the individualized hair care program to the  
customer in the retail shopping environment.